

**In the Claims:**

Please amend the claims as follows:

1. (original) A system for facilitating and conducting production, market making and distribution of audio / multimedia content over a computer network linked to a central exchange website for providing consumers with audio / multimedia packaged programs from owners of said multimedia content through sponsor supported embedded advertising content in the packaged programs comprising:

means for owners of audio / multimedia content to load said content onto the exchange website;

means for sponsors of advertising content to load advertising content to the exchange website for merging with said audio / multimedia content to provide standard packaged programs for viewer / player device formats;

selection means for consumers to select and schedule mode and method of playing said packaged programs on a player/viewer device;

record keeping means responsive to selection means for providing a data record of consumer selected programs; and

Automatic Control System means responsive to the record keeping means for setting prices for allocated advertising slots based on said consumer demand, such that sponsors chose available audio / multimedia content for the embedment of advertising content based upon consumer demand and consumers receive audio / multimedia content paid for by sponsors of embedded advertisements.

2. (currently amended) A System system as in claim 1 wherein said selection means further comprises search means for enabling consumers of said audio / multimedia content to identify, select, schedule, and chose mode and method of package stream format ~~compatable~~ compatible with said consumer player/viewer device.

3. (original) A system according to claim 1 further comprising means, responsive to said record keeping means, for determining sponsor advertising slot rates, wherein slot rates comprise an ad slot price structure with respect to a time period of consumer demand.

4. (currently amended) A system provided on a communication network linked to an exchange portal for electronically identifying and merging owner audio / multimedia content with sponsor content and transmitting the merged stream of content to consumers in ~~compatable~~ compatible standard digital formats comprising:

a plurality of owner audio / multimedia content providers communicatively linked over the network and the exchange portal;

a search engine means, provided in the exchange portal, for generating one or more searches for audio / multimedia content requested by said consumers over said communication network;

a means responsive to the search engine means for collecting consumer request information to thereby set ad slot pricing for sponsors of the merged content stream, such that consumers using said communication network obtain selected audio / multimedia content by accessing the portal service and receive said integrated content paid for by sponsor embedded advertisements.

5. (original) A system for receiving integrated streams of audio / multimedia content paid for by sponsors using an auction system for allocating advertising slot pricing per consumer transaction comprising:

an exchange website providing a repository of audio / multimedia content available to consumers;

record keeping means communicatively linked with the website for providing sponsors with statistics of consumer transactions for said audio / multimedia content;

means for sponsors to load advertising content onto said exchange website for merging with audio / multimedia content to provide packaged programs in standard viewer/player device formats requested by consumers;

means for sponsors to chose said available audio / multimedia content for the embedment of advertising based on consumer transactions for said audio / multimedia content;

means for integrating said audio / multimedia content with sponsor advertising and formatting the integraated content into standard audio / multimedia streams compatible with consumer player/viewer devices;

means for consumers to select the integrated audio / multimedia content for playback; and

Automatic Control System means responsive to the reorrd keeping means for setting prices for allocated advertising slots based on consumer demand.

Claim 6 (currently amended): A system for facilitating and conducting production, market creation and distribution of audio or multimedia content over the Internet through an Internet based central exchange for providing consumers with audio / multimedia programs through sponsor supported advertising embedded in said programs comprising:

a website providing an exchange for authors and owners of audio/ multimedia program, to make the programs available to consumers, each program comprising one

a website providing an exchange for authors and owners of audio/ multimedia program, to make the programs available to consumers, each program comprising one or more embedded advertising slots;

record keeping means communicatively linked with the website for enabling sponsors to know the distribution of audio / multimedia programs selected by consumers; and

feedback means, linked with a means for providing sponsors with said embedded advertising slots, said feedback means for providing a record of the number of times selected audio / multimedia programs are downloaded, such that available embedded advertising slots can be competitively priced to sponsors based on ~~consumer distribution~~ consumer distribution.